

ABSTRACT OF THE DISCLOSURE

A picture quality adjustment method is disclosed wherein, if a user performs a picture quality adjustment operation once, even if a picture quality adjustment operation is not performed any more for video software of the same authoring, genre or image characteristic, an image of an optimum picture quality can be obtained. When a disk ID of a disk to be played back is not stored in a first memory, it is discriminated whether or not characteristic describing information then and corresponding picture quality adjustment data are stored in a second memory. If such data are not stored, then the picture quality is set to a preset condition, but if such data are stored, then the picture quality adjustment data are read out and picture quality adjustment is executed. If the user instructs to store the picture quality adjustment data then after picture quality adjustment is performed or without performing picture quality adjustment, then the picture quality adjustment data then are written in a corresponding relationship to the disk ID and the characteristic describing information into the first memory and in a corresponding relationship to the characteristic describing information into the second memory. When the same disk is played back layer, the picture quality adjustment data corresponding to the disk are read out from the first memory to execute picture quality adjustment.